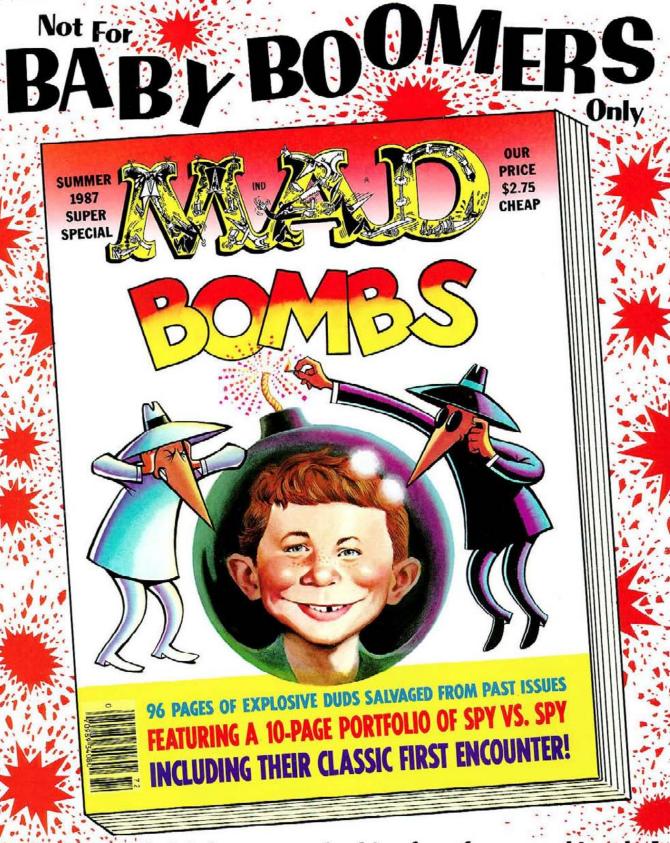
NO. 269 MARCH 1987

TELEVISION SUPERSTAR ALFRED E. HEADROOM



Hill Office of the state of the



Dynamite schtick for anyone looking for a fuse good laughs!

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"An argument is two people trying to get in the last word first."

—Alfred E. Neuman

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COVER ARTIST: RICHARD WILLIAMS

BACK COVER ARTISTS. WILL ELDER & HARVEY KURTZMAN

BACK COVER WRITER: JOHN PRETE

MAD (ISSN 0024 9219) is published monthly except February, May, August and November by E.C. Publications, Inc., 485 MADIson Avenue, New York, NX 10022. Second class postage paid at New York, NX and at additional mailing offices, Subscription in USA: 8 issues \$10.75 or 24 issues \$26.75 or 40 issues \$42.75. Outside USA: 8 issues \$45.75 or 24 issues \$3.875 or 40 issues \$51.75 or 24 issues \$50.75 or 24 issues \$50.75 or 25 issu

W-W-Wow, thanks to my hot-shot agent, I'm Mad's "Head of the Year"! I fired him for that, the twit! Okay, so what do you want to know about me? I'm handsome and a S-T-A-R and, being electronic, my hot flashes only last about a milli-second.

What am I su-su-supposed to do now? Oh, introduce the sterling, way-out, hysterically funny articles in this issue! Well, there are none!

But there is a movie sa-sa-satire about four dismal young kids in the middle west and their search for identity...and for a plot. You can read it and search for the jokes!

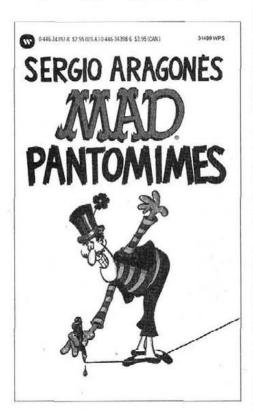
Let's get back to s-something interesting and talk about how I came into being. I was generated by a computer that went haywire. Yes, I'm a son of a glitch!

Then there's SPORTS VIDEOS THAT NEVER MADE IT...and this article will never make it either, because neither me or MA-MA-MA-MA-DONNA is featured in any of the vid-vid-videos!

And then we have TV SPINOFFS YET TO COME ... And the cl-cl-clowns at MAD once again miss a GOLDEN opportunity to ca-ca-capitalize on my world wide fame. Imagine the spin-offs from my Cinemax show... MAKE HEADROOM FOR DADDY... HEADROOM OF THE CLASS... the endless are possibilities.... and vi-vi-vice versa...

Well that's my p-p-p-part in this issue, trying to save it. If I was able to bring a smile to your lips, able to bring a ray of su-su-sunshine into your pitiful existence, hey, then that's why G-G-God put me on a computer screen. Ciao, adios, 'bye ... and play golf!





Words can't describe what the critics aren't saving!

> -Gene Siskel —Roger Ebert

> > Gene Shalit

**BUT MONEY TALKS!!!** 

So buy your copy today!

### LETTERS AND TOMATOES DEPT



### READER WRITES **ROTTEN RHYME**

In issue #267, your "MAD's Modern Day Tongue Twisters" left one out: Ronald Reagan's Wrinkles Resemble Raisins.

Brandon Burke Leawood, KS

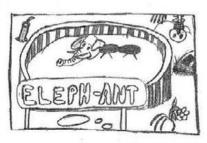
Here's another one: Brandon Burka bagets boring brainless banalities!—Ed.



### NUCLEAR REACTION

I loved Tom Hachtman's "The Three Mile Island Children's Zoo," but here's one you forgot, the Eleph-Ant.

Lee Friedman Commack, NY



Friedman's Eleph-Ant



### AD WEAK MAGAZINE

I have to give you guys credit. MAD has the integrity to not soften the blow on your wallets by accepting outside advertising. It really shows you care more about real humor than a quick buck and I'd like to congratulate whoever is in charge down there.

> David Gassaway Lorain, Oh

Thanks, BUD. We're GLAD you find JOY in our TOP JOB of putting a BAN on ads just for the GREEN. GIANT and BOLD offers are tor the GREEN. GIANT and BOLD offers are made to us regularly to jump on the GRAYY TRAIN, but we turn them down in a JIFFY. We PLEDGE to remain HEAD AND SHOULDERS above the rest and not plug products in our pages. By the way, how is your wife, BEATRICE?—Ed.

### "GUNK" MAIL

The ending of your "Top Gunk" sarire was a real bomb!

> Alan Thornburg Midwest City, OK

As an Army Reserve Officer having to live next door to the highly overrated "Top Gunk" pilots, I found your satire to be a refreshing and realistic glimpse of the silly truth. Those egotistical, grandstanding pilot-clones and their oversexed, bimbo cheerleader-groupics should be sentenced to a lifetime of watching "Officer and a Gentleman,"
"Top Gun" and other bonehead Navy recruiting films. Then again, they'd probably enjoy that!

> Richard J. Vactuone San Diego, CA

I liked how you shot down "Top Gun," but artist Mort Drucker should be shot down too! There are no F-4s in the Navy as he drew on page six. The F-4s belong to the Air Force!

Sean Genell Chicago, IL

You seem to know a lot about F-4s considering that you're classified 4-F!—Ed.

THE SCENE: Top Gunk training ground.

GOOSE

Crashed and burned again, Maverick. MAVERICK

What was it? MiGs? Viper? GOOSE

MAD Magazine. Direct hit! MAVERICK

You mean that sleazeball publication?! GOOSE

Yeah, the same magazine the screenwriter who created us has been reading for years. They got us, Maverick-dead to rights and it was a professional job. MAVERICK

I'm not going to just sit around and take

it, Goose. I'm going gunning! GOOSE

No! Not again, Maverick! MAVERICK

Sorry, Goose, I've got them in my sights. Look at the Top Gunk cover-at one o'clock. See the TOP GUN logo in full color? It's just high enough so if there's another magazine in front of it on the newsstand, all that will show is the logo for TOP GUN.

GOOSE

You mean after slashing TOP GUN to pieces, they're using the logo of the year's most successful movie to help sell their magazine?

MAVERICK

That's right, Goose. I've got tone. Radar lock. Missle off.

GOOSE

Direct hit! One for the good guys. Crashed and burned, MAD...

> Jack Epps, Jr. Screenwriter, TOP GUN Universal City, CA

### MORON MAIL

I've been told that in order to keep your plants healthy, a person should read to them. So, for the past months I've been reading them MAD and to my amazement, they're dying!

> Greg Kebe Greensburg, PA

Maybe it's your breath!-Ed.



Please Address All Correspondence To: MAD, Dept. 269, 485 MADison Avenue New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by an elf-addressed stamped envelope!

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William M. Gaines, Publisher.

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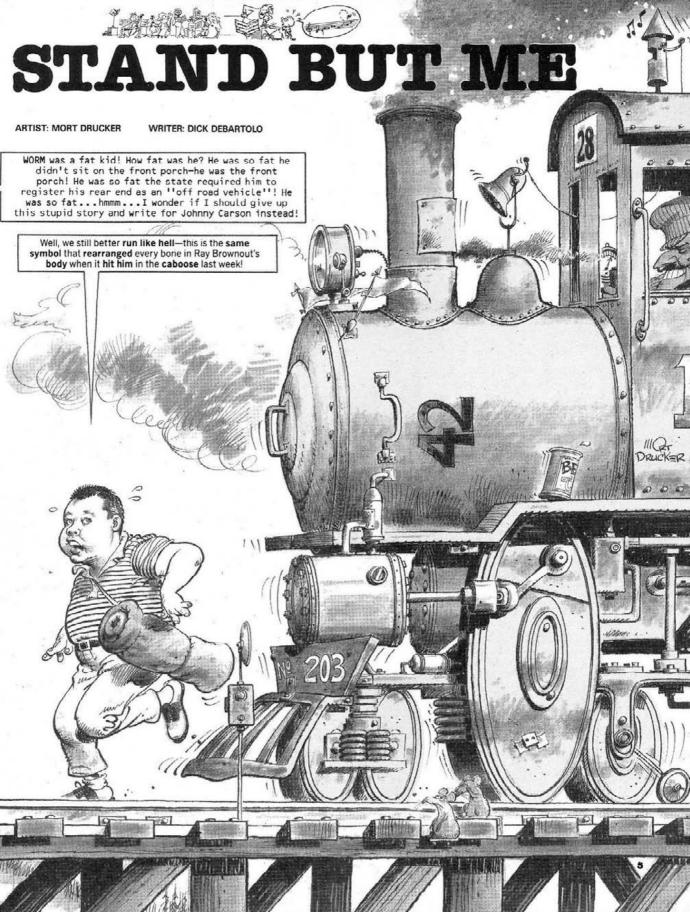
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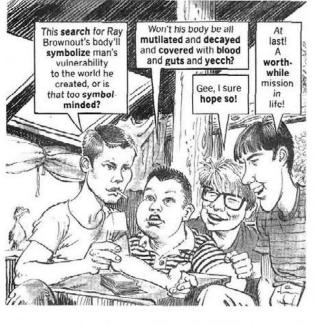
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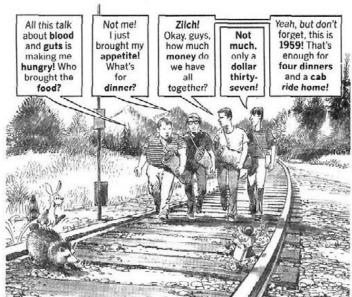
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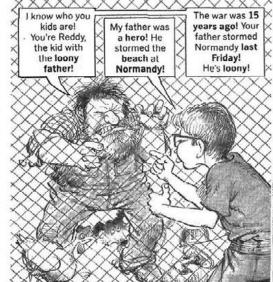






We took a short cut through Crazy Pete's junkyard, but we were very nervous because it was guarded by a vicious dog, Snoopy...





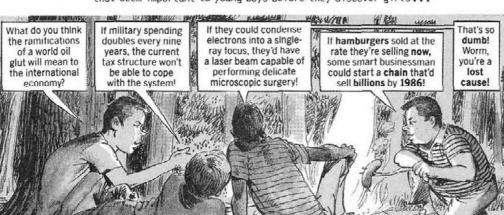
There was a gang of punks in town lead by a guy called Ace Comb! They were a tough group. How tough were they? Well, one day they put tattoos on each other's arms...



I said they were tough, not smart! But they were more than just punks, they were symbols of what Reddy, Worm, Crisis, and I would become if we stayed on our present courses in that small, dumb town! How dumb was it? Well, in other towns they played baseball in parks! In our town we played on highways!



That night we sat around the campfire talking about all those silly things that seem important to young boys before they discover girls...





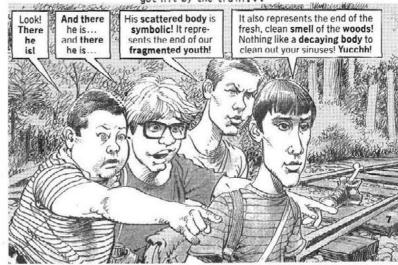


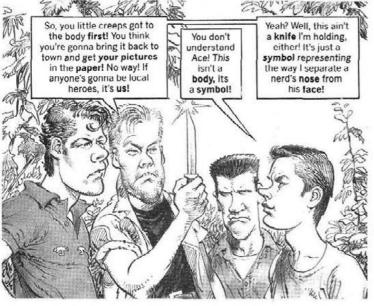


Ace and the older punks headed out to find the body, too! Bored with ''highway baseball,'' they decided to play ''chicken...''



But our gang beat the punk gang to the place where Ray Brownout got hit by the train...







So that ended the story. It wasn't much of an ending, but then it wasn't much of a story, either! As for what became of the guys, it was pretty

As for me, I didn't have the talent to make it as a real writer as I always dreamed, so I went to Hollywood to write movies instead.



Ace Comb entered a life of crime as we all knew he would-he became Mayor

Now, as I look at what I've done on the computer screen, I realize this script is as boring as the one-dimensional characters I hung around with as a kid! But that's one dimension more than the Hollywood characters I hang around with now, so I'll end this tale two ways...

In the movie version I'll look at the screen, read the drivel I wrote, then turn off the computer to go out with my kids-which, as some of you sharp computer people notice, will erase every thing I've done! Very symbolic!



But in real life I'll press the ''save'' key, make a print-out of this script, and sell it tomorrow! I predict that it's bad enough to be a hit movie! And since Mad Magazine does satires on bad hit movies, that's probably where you'll be reading this...

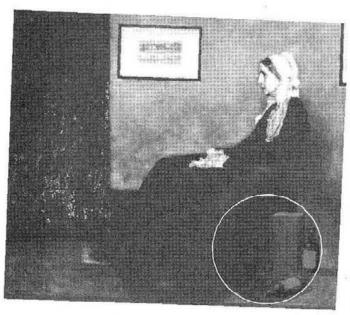




# PAINT MISBEHAVIN' DEPARTMENT

Art historians have discovered many interesting details while examining the under-painting of famous canvases, but Mad, as usual, has gone deeper! We always sink to the lowest possible depths in art and literature, as we shall prove with the following presentation of our discoveries of...

# HIDDEN DETAILS IN ART





The painting commonly referred to as "Whistler's Mother" may very well be the work mentioned in the artist's diary, "Mom on the Sauce" that many historians consider "lost." We submit our findings as anywhere from 80 to 100% proof!

When you poke around a round of poker you're liable to find some "slight of hand" at work! It may be no big deal, but we thought we'd give you the inside straight dope on "Cool Hand" Cezanne and let the chips fall where they may!







ARTIST: BOB CLARKE

WRITER: TOM KOCH

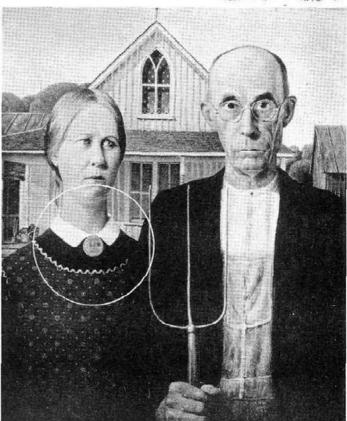


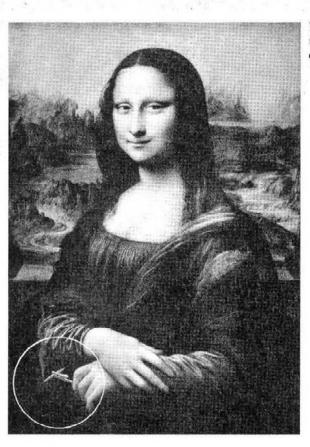


What gives the "Syndics of the Cloth Guild" those beady eyes? Did Rembrandt capture the expressions of these men of the cloth game observing some women of the cloth-less game, or is the naked truth that they were disturbed at how a new top-less fashion trend would cleavage their income in two!

This is a prime example of conservative art. Liberal art historians, however, have found a "zing around the collar" in this famous depiction of a farmer who has just been asked to "fork" over women's rights and mend the ERA of his ways!







Da Vinci was an artist and an inventor. Is it possible that he was more ahead of his time than we thought, and created something that made Mona a "head" of her time?







"Just what exactly are those people doing?" has been the question most asked about this famous masterpiece. Most experts have answered, "Who knows?" A few experts have answered, "Who cares!" The true answer may lie in the oft-quoted phrase, "One pitcher is worth a thousand words!"



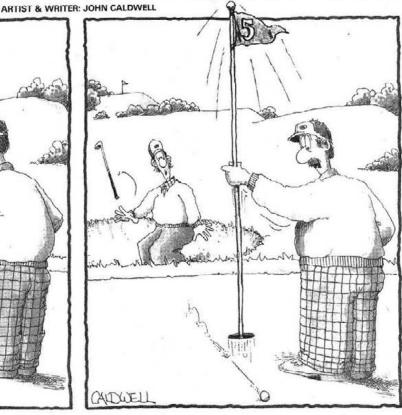
A HOLE IN FUN DEPT.

# DRAMA ON PAGE 12









## DICK DePT.

There's been Live-Aid, Band-Aid, Hands Across America and other events which have raised millions of dollars for worthwhile causes. But what about those other fund raisers which go neglected and get completely forgotten, huh? Yeah, what about those! Well, Mad doesn't forget! Not us! Hoo hah! We herewith present...

# FUND RAISERS that never made it!

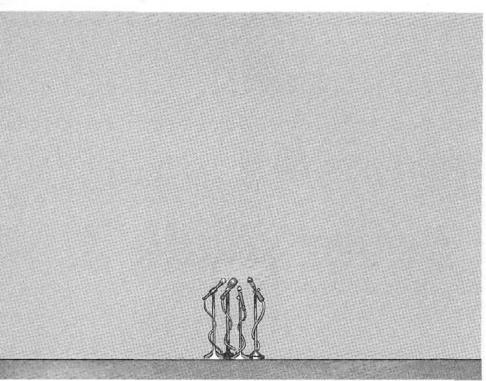
ARTISTS: WILL ELDER & HARVEY KURTZMAN

WRITER: DICK DEBARTOLO



**LEMON-AID** was to be a line of defective American-made cars stretching from the east and west coasts and meeting in Detroit. Driven by frustrated owners who received no satisfaction from indifferent auto dealers and manufacturers, LEMON-AID never had a chance—only **seven cars** were able to make it to their positions on the line!

13



# **BAND-AID II**

was the rock world's feeble attempt to raise money for the enormous task of trying to keep track of rock bands and performers who disappear, reappear, skip from group to group, change names, change hair, etc. The problem, of course, was that those chosen to appear could not be located and few pledges were called in during the 3-hour screening of a bare stage!



HAMS ACROSS AMERICA was intended as the "life of the party" answer to the successful COMIC RELIEF event staged by professional comedians. The frustrated would-be funny folks, decked out in lampshades and



BRAND-AID was planned to relieve the nation of the current "Damn, I wish I'd bought the other one" disease now reaching epidemic proportions. GE owners with second thoughts about a recent refrigerator purchase, for instance, could swap theirs with a Westinghouse buyer suffering from the same ailment. The event ended in a shambles when 7000 Sony Betamax VCR owners showed up hoping to swap for VHS equipment and found no takers!



# NO-HANDS ACROSS AMERICA

was not in "good hands" with Allstate or any other insurance company, for that matter! This event was organized to put together all those people whose insurance premiums have doubled and tripled along with those who can't get insurance at all and to raise enough money for one huge policy covering everybody! This wonderful idea fell apart when it was learned that in order to be legal, the event itself had to be insured, and of course, no insurance company would cover it!



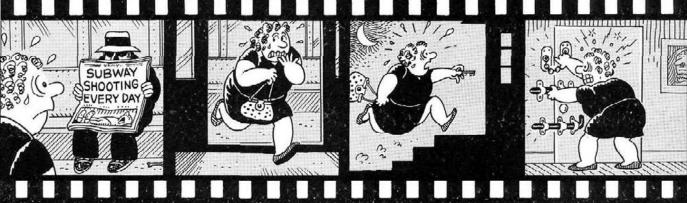
equipped with whoopie cushions and seltzer bottles might have had a good thing going, but their **inflated egos** got in the way, and some types of **ham** can never be **cured**. Upstaging each other at every chance, the event ended in a **humorless riot** that collected neither laughs nor bucks for the noble cause!

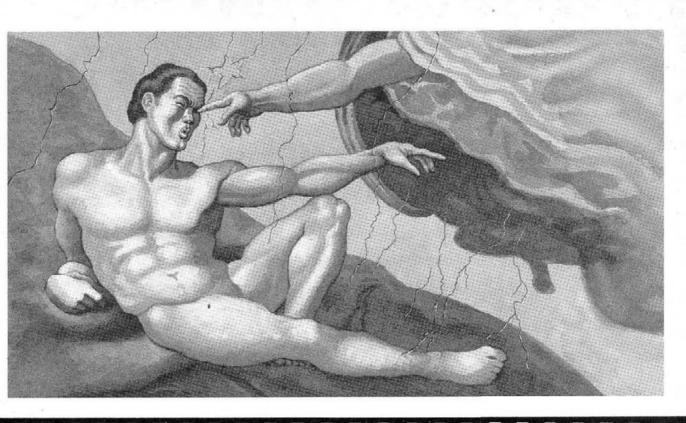
ALL JAFFEE DEPT.

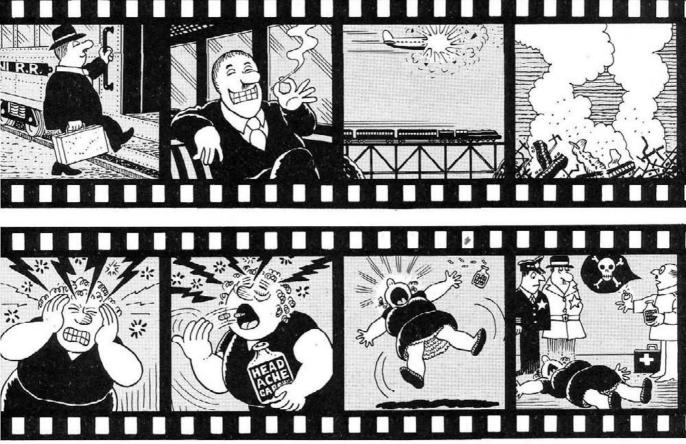
# Teaturing The Fickle Finger Of Fate

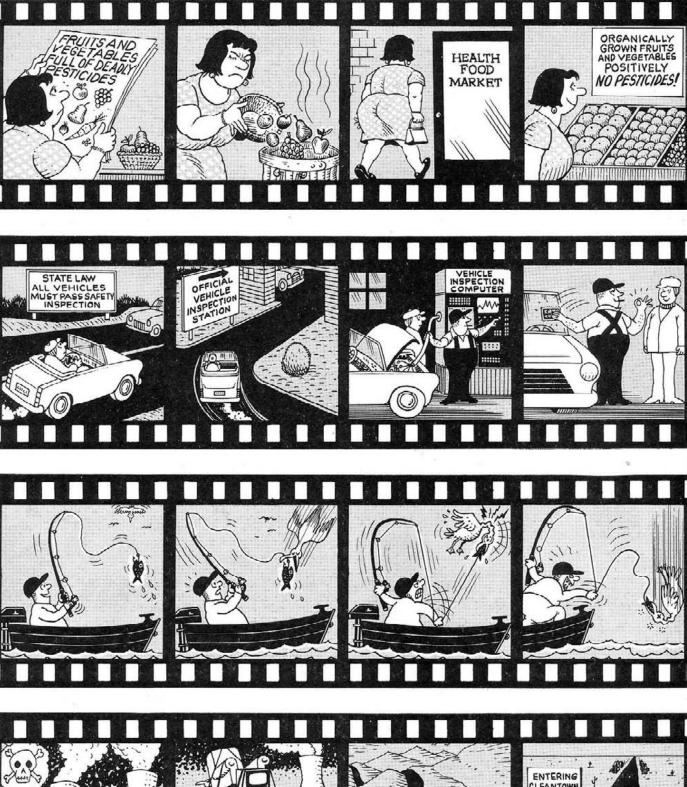
ARTIST & WRITER: AL JAFFEE

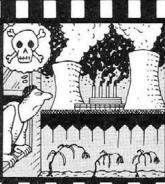








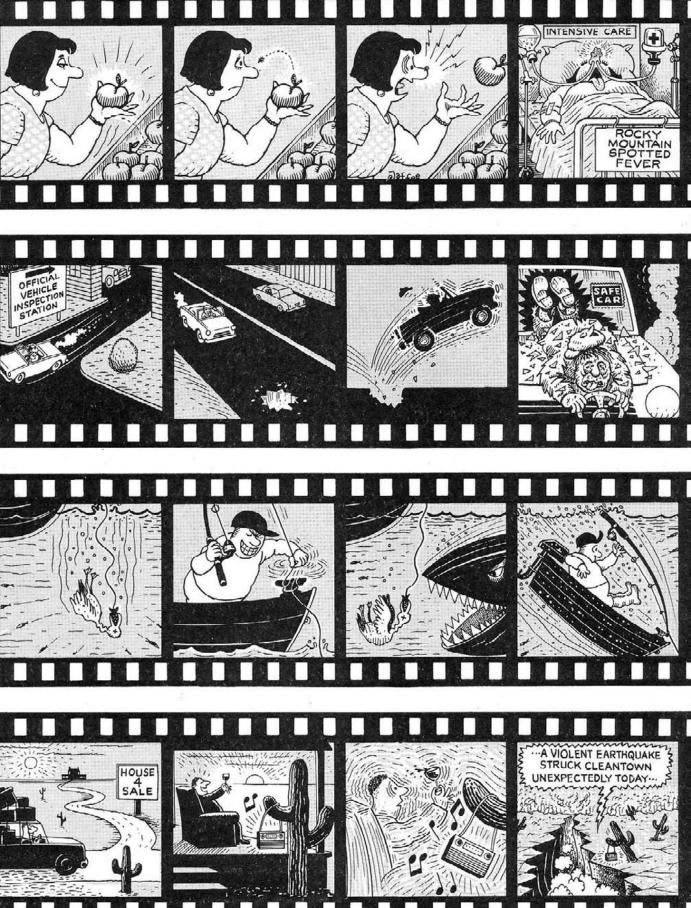












# A BAD CASE OF THE RE-RUNS DEPT.

The problem: Not enough good, current TV hits for MAD to parody!

The Solution: Go back and make fun of old TV shows that are still being played to death!

Another problem: Not enough copy to fill this boring introduction.

The solution: This extra line which doesn't say anything.

NOW there's enough copy, so here's our version of...







I'm Luny Esmoron Retardo. Over the years, I've gained the reputation of being a screwball, but nothing could be further from the truth! You'll have to excuse me now, I have to go lock myself in a steamer trunk...just as soon as I get my big toe unstuck from the kitchen sink!

I'm Luny's husband, Sicky Retardo! I thin' marryin' me was the second smartest theeng Luny ever done! The first smartest theeng she ever done was soakin' my socks in coffee so they would stay up longer! Would you like me to sing "Babalu" for you now?

We're the Nurtzes! I'm Fret Hooboy Nurtz and this is my wife, Ether! Please, no cracks about Ether being young enough to be my daughter! We know! Anyway, we're the Retardos' "smart" next door neighbors!

Fret, how could we be so smart and remain the Retardos' neighbors?!? Anyone with smarts would have moved the minute Luny came down and asked if we could help change her baby's diaperand it wasn't even born yet!!



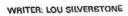














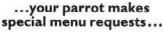




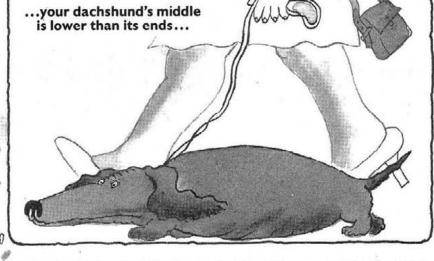
Who knows? He'll go back to Cuba, get a job ... the usual. Heck, I don't care if he becomes the next President of the country, just so long as he never sings again!



# Your Pet Has Reached



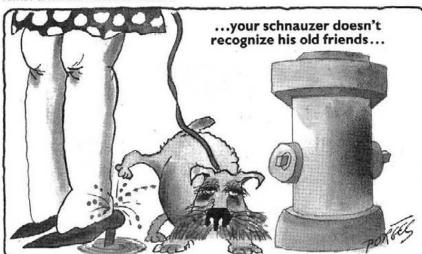








ARTIST & WRITER: PAUL PETER PORGES

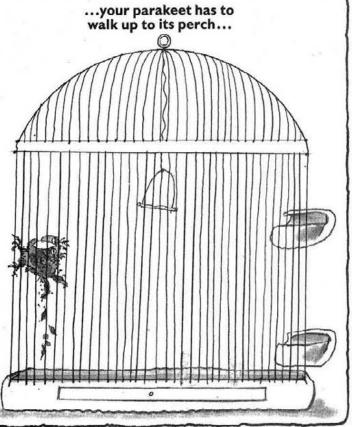


# Blissful Retirement When









# **OBEDIENCE**

Norman, it's past six! Do you know where Teddy is?

Yeah! I got sick of looking at him with his hair down to his shoulders! I told him if he doesn't get a short haircut, he's docked for a week!



BERG'S-EYE VIEW DEPT.

# THELIGHTE

# **ADDICTION**

Ever since you got that VCR, all you kids do is rent tapes and watch them over and over!

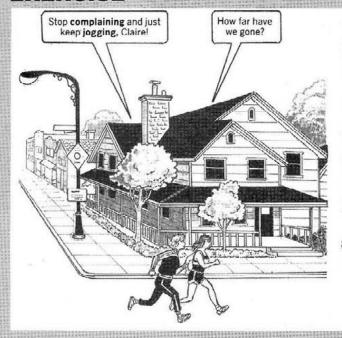








# **EXERCISE**





# BSDEOF. ARTIST & WAITER DAVE BERG

# INFLATION





# **SPORTS FANS**





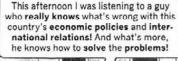
# LANGUAGE

Kids today have no respect! You should hear my daughter talk with her four-letter words! She drives me crazy! She'll stop quick enough if you use four-letter words on her...



# **POLITICS**

BOOKS



Really? It's about time a real leader showed up to take the reins! He'll get my vote!





# **APPRECIATION**



You did what?! Do you realize how hard I have to work just to make ends meet? For the last six weeks I've been putting in overtime so that this family can eat well and maintain our level of lifestyle!





# LOTTERIES















# **MEMORY**





# PRIORITIES

A word of advice to you, Nick!
I caught you nodding off at
the conference again, and my
guess is the "big man" noticed
it too! Aren't you getting
enough sleep at home?

I guess not! I've got a tennis game three mornings a week. I belong to two doubles leagues and one singles league at night, and I play all weekend! To catch up, I've been taking work home on my free nights! That's some schedule! No wonder you're burnt out! You better slow down or you're gonna be unemployed, fella! You're absolutely right! From now on, I'm gonna stop taking work home!







# COMMUNICATION

I was out with David Dasch last night! He is one marvelous conversationalist! He kept me interested for over two hours! I never realized that about him! What was he talking about?





# **DOCTORS**







# AROUND NOON ON A DOWNTOWN STREET CORNER











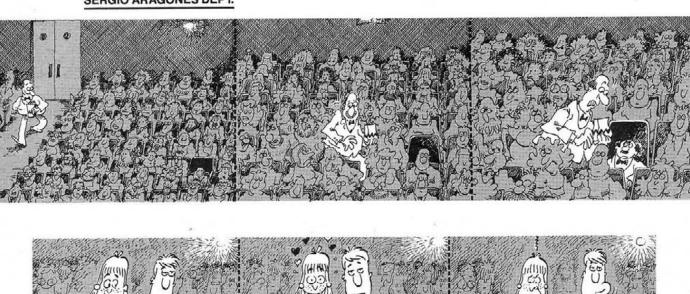


ARTIST: DON MARTIN

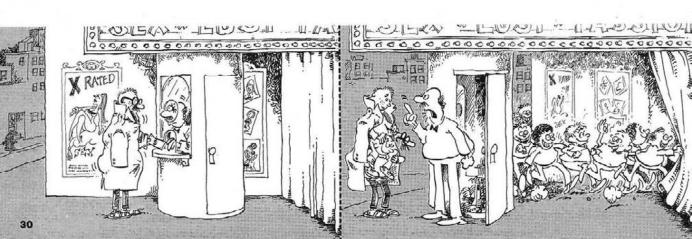
WRITER: STANLEY SWIERSZ

# AMAD GONG

SERGIO ARAGONES DEPT.

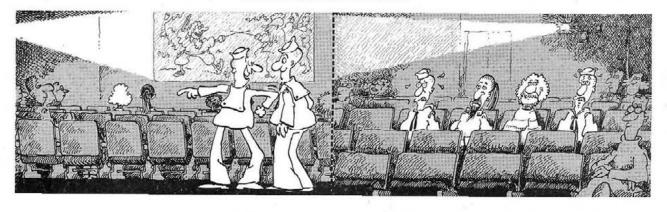


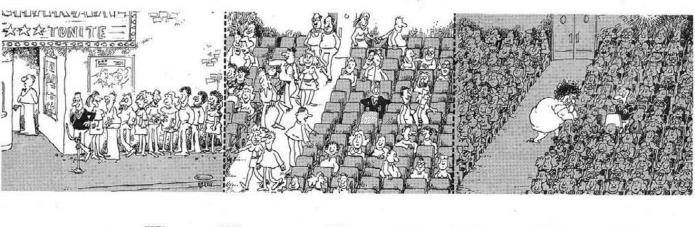


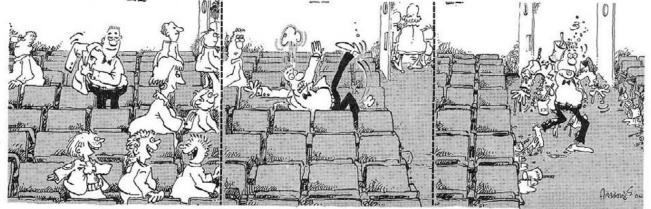


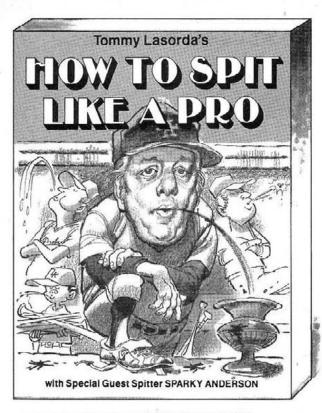
# TOTIE MOLES

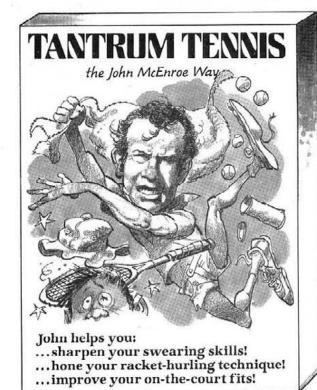
ARTIST & WRITER: SERGIO ARAGONES





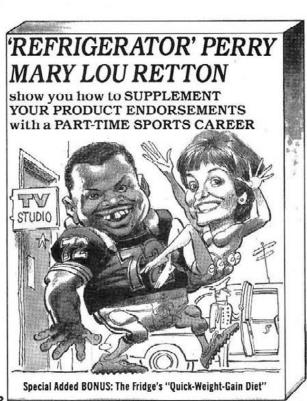


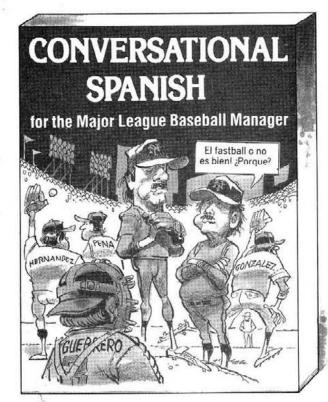


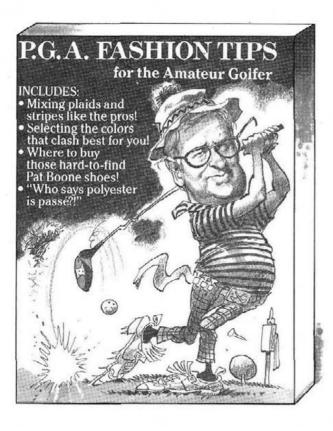


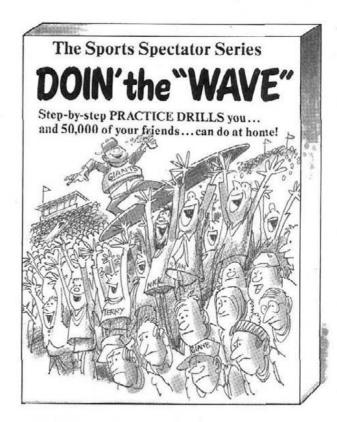
TAPE ME OUT TO THE BALLGAME DEPT.

# INSTRUCTIONAL SP





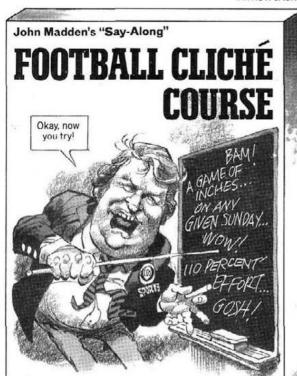




# ORTS VIDEOS we'd like to see

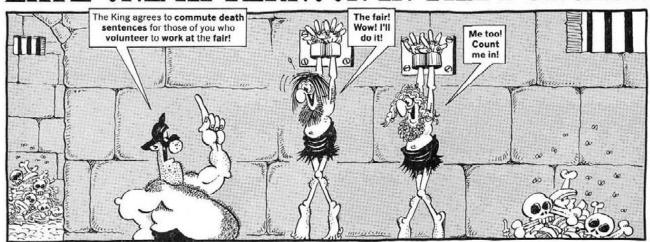
ARTIST: JACK DAVIS

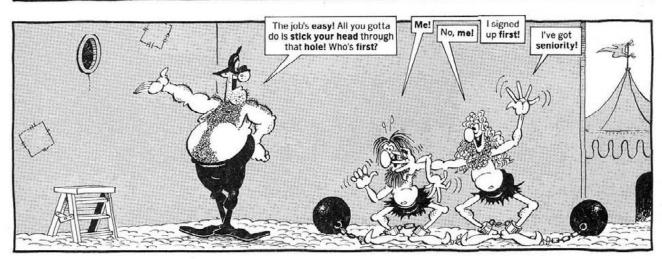
WRITER: MIKE SNIDER





# E AFTERNOON IN THE DUNGEON







A few months ago the United States Attorney General and his hand-picked committee released a two volume, 1,035 page monstrosity purporting to offer sound solutions to the problem of smut proliferation. Unfortunately, at the obscene price of \$35.00, most Americans could not afford to pick up a copy of this "study" for themselves. It is with this in mind that we present excerpts from...

## THE MESS COMMISSION REPORT ON PORNOGRAPHY



## A MESSAGE FROM THE CHAIRMAN



My Fellow Concerned Citizens,

As sure as I have a double chin, I'm sure you agree with me that the biggest danger facing American Democracy is not a Soviet nuclear build-up, international terrorism or organized crime. It is PORNOGRAPHY!

Smut has infiltrated every aspect of our society. One need look no further than the depraved sex outfits worn by the counter girls at Burger King for evidence of this. Morally superior people have long known that the greatest threat to our freedom is allowing people to write and say whatever they want!

That's where my Commission on Pornography comes in. I assembled a group of objective people, all of whom think exactly the same way I do. Together, along with \$500,000 of your tax money, we discovered you can find filth almost anywhere—if you look hard enough. I personally spent many long nights watching the dirtiest hardcore films I could got my hands on, sometimes two and three times, in order to determine exactly how obscene they are. I purchased hundreds of X-rated magazines, books and decks of playing cards, and even though the Commission's report is finished, I continue to do so. That's how dedicated I am to making sure you can't watch or read anything I don't want you to.

Yours in freedom,

Edwin Mess

Edwin Mess Chairman, The Mess Commission

## HIGHLIGHTS OF THE COMMISSION'S REPORT

- \*Commission member Lazar spots a lewd bumper sticker on I-80 outside Oakland .....p. 121
- \*Federal legislation proposed requiring the monkey houses at all zoos to be rated "R" . . . . . . . . . p. 148
- \*2,875 obscene hand gestures catalogued....p. 169
- \*Commission's inability to locate Commission member Tudlow after he entered a Houston peep show six months ago.....p. 267
- \*Mandatory jail sentences recommended for people who put underwear on their heads at parties . . . . p. 336
- \*Strom Thurmond's favorite dirty limericks ...p. 412

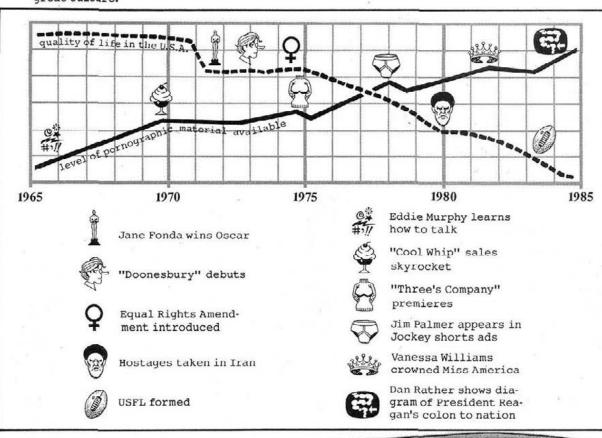
## MEET SOME OF THE COMMISSION MEMBERS



(From left to right) HENRY E. MUDSON, President of Decent Americans for Decency in America; leader of the "Let's Ban Pudding" movement. Wrote a series of articles revealing the satanic overtones of "The Jetsons." DR. STARK DITZ, Chairman of The More Moral than "The Moral Majority" Majority. Supports legislation prohibiting the sale of Q-tips without a prescription. REV. LOOSE BITTER, Founder, Censorship Press, holder of the record for most books burned in a single school year (Parochial Div.). Personally crossed out the word "fondle" in every book in the Lincoln, Nebraska public library system. ALAN LEERS, Executive Director, Fanatic Citizens Watchdog Group; Author of The Bill of Rights: The Wimp's Bible! Mobilized the citizens of Lynchburg TN into pressuring local butchers to clothe the pigs hanging in their store windows. FREDERIK SHALLOW, Advisor to the President's Council on Pascism: Public Relations Director, "Jimmy Swaggart for King" Campaign; Author of The O.K., You're Immoral. PROF. MEAN TILITING, Once threw an egg at Bob Guccione.

## SMUT AND OUR CULTURE

The following graph illustrates the clear link between the increasing availability of obscene material and the corresponding decline in the quality of American life over the past 20 years. The small symbols below indicate events which, in the Commission's opinion, significantly contributed to either the proliferation of smut or the disintegration of our great culture.



## THE PLAGUE OF PORNOGRAPHY IN OUR MEDIA

During its months of research, the Commission reviewed hundreds of books, films, television shows and magazines suspected of being pornographic. The following is a cross section of those reviewed, along with the Commission's evaluation.



Sears Catalogue: Filth, filth, filth! Page after page of men, women and children in their underwear! Hundreds of ads for kinky stuff like loveseats and beds! Worst of all, this book is given away free to anyone who wants it!



Rolling Stone: No need for us to open this one. Any magazine with Madonna on the cover probably has lewd pictures of her inside! Besides, Rolling Stone is about rock music, which we already know to be grossly obscene!



American Rifleman: The best of all the magazines we reviewed! There was not a mention of sex anywhere! We unquestionably recommend this fine publication to everyone. It reflects the kind of smutfree America we all hope and pray for.



Wheel of Fortune: For 30 minutes, deprayed contestants call out letters—the very same letters used to spell the vilest, most profane words in the English language! Worst of all, this half-hour of sin features the provocative and sexually arousing costumes worn by Pat Sajak!



Family Ties: Although we did not actually watch this show, the word "ties" in the title is an obvious reference to the abhorrent practice of bondage and sado-masochistic rituals! That the show features young, innocent children makes it all the more lewd, repulsive and reprehensible.



Monday Night Football: Men huddled together on teams with names like the "Oilers" and the "Packers" are lunging and grabbing and piling on top of one another! Wearing skintight uniforms, they try to "score" so that they can dance together and pat each other on the rear! After this disgusting display, they all retire to the locker room where they shower together and who knows what else! Disgusting!



Tootsie: In this vile, corrupt "entertainment," a deranged actor poses as a transvestite in order to gain access to women's dressing rooms and to seduce young, unsuspecting girls. The actor revels as he applies makeup and dons pantyhose and a brassiere. Even so, this movie isn't half as reprehensible as another film glorifying cross-dressing degenerates that we saw called "Yentl."

## HOW TO CLEAN UP: WHAT CITIZENS CAN DO

## THE MESS COMMISSION'S RECOMMENDATIONS FOR IMPROVING OUR SOCIETY

- Boycott any department store that leaves a nude mannequin in its window for more than two hours.
- Write the MPAA and ask them to give all dirty movies "G" ratings since no one ever goes to see G-rated films anyway.
- 3. Refuse to be treated in hospitals that use patient gowns that open in the back.
- 4. Vote for only those candidates we like (Republicans).
- Buy everything you need at 7-11 stores or from anyone else who bows to pressure exerted by special interest groups.
- 6. Rent X-rated video tapes, bring them home and record "Star Search" over them.
- 7. Carefully monitor the balloons at children's birthday parties.
- 8. If you see Bob Guccione, throw an egg at him.



## IN CONCLUSION

After working diligently for months, it has become clear to this commission that pornography is a scourge that must be eliminated. It is our strong belief that the only way to defeat this epidemic of obscenity is to review everything published, filmed and photographed before the public has the chance to make up its own mind about it. In order to keep things fair, this review should be conducted by an independent and objective committee of unbiased and impartial citizens—namely US!!!

## A WORD TO DEVICE DEPT.

You've read poems that glorify trees and Paul Revere and stuff like that. Let's face it—they're out of date. We're in the 1980s, and what deserves glorifying are the items that assist us every day and enrich our lives. You know, things like the Walkman, the blender and the VCR. Which is why Mad now presents

# OOCS TO APPLIANCES, GAOGETS AND OTHER MODERN CONVENIENCES

ARTIST: GEORGE WOODBRIDGE

IDEA: MARILYN ATKINS

WRITER ERANK JACORS

## OWALKMAN!

O Walkman! My Walkman! I groove the tapes you play; Your 'phones stay wrapped around my head From dawn till end of day.

O Walkman! My Walkman! You fill my life with sound; Because of you, I now block out All other sounds around.

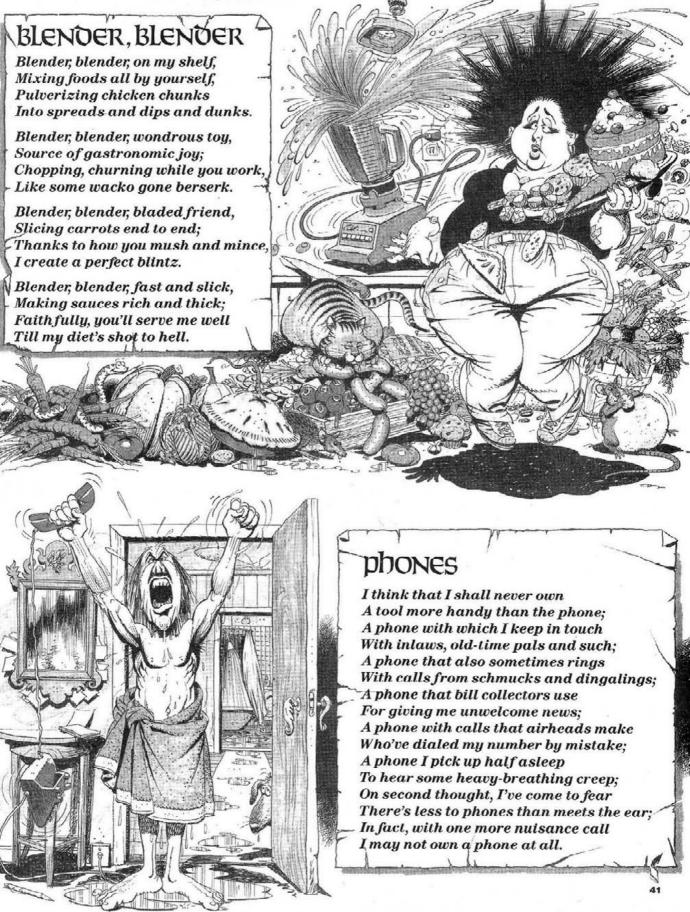
O Walkman! My Walkman! I hear you, there's no doubt; I only wish I could have heard The truck that wiped me out.



## the vcr

The VCR's a loyal pal,
A friend you truly care for,
Because it guarantees you'll see.
The shows that you weren't there for;
Two thousand shows I've taped so far;
Each night I tape a new one;
Who knows, perhaps there'll come a day
I'll find the time to view one.





## MEASURING UP-SCALE DEPT.

Today, you can divide everyone under 35 in America into one of two categories: Yuppies and Aspiring Yuppies. All Yuppies care about is maintaining and improving their Yupster status. All Aspiring Yuppies care about is joining the ranks of these heralded achievers. Whether you're a Yuppie or a would be Yuppie, we thought you'd like to know how you're doing. That's why we devised this simple test that will answer the toughest question you'll ever face:

ARTIST: PAUL COKER

WRITER: TOM KOCH

## VIIPPIF CARFFR GOALS



AWARD YOURSELF A PERFECT SCORE OF TEN if you have dreamed since childhood of becoming a wine steward, a dealer in commodity futures or a great humanitarian who brings joyous news of tax shelters to the middle class.

DEDUCT TWO POINTS FROM THIS TOTAL if you'd settle for becoming a rich suburban dentist or a Senator from a thinly populated western state.

DEDUCT NINE POINTS for any hidden desire to be school teacher, a social worker or an honest cop.

## YUPPIE FRIENDS



AWARD YOURSELF A FULL TEN POINTS if the only social contact whose name you bother to remember is the doorman who can get you into a popular disco.

DEDUCT THREE POINTS FROM THAT TOTAL if you spend *Christmas* with relatives instead of at Aspen making contacts among influential people.

DEDUCT FIVE POINTS if you don't know a single overseas airline pilot who can bring back new flavors of Swedish fibre bread before they're available here.

## VIIPPIF FATING HARITS



AWARD YOURSELF THE FULL TEN POINTS if you maintain that everything one eats should first be pulverized in a Cuisinart—including steak, grape nuts and peach cobbler a la mode.

DEDUCT FIVE POINTS if you actually use your microwave oven and metric kitchen scale, instead of cating out every night with other Yupples who also have fully equipped kitchens at home.

DEDUCT EIGHT POINTS if you serve all the "in" foods, but buy domestic brands instead of imported so you'll have enough money left to pay your rent.

## YUPPIE IDOLS



AWARD YOURSELF THE MAXIMUM TEN POINTS if your favorite celebrities are Bill Cosby, Lee Iacocca and Mary Lou Retton's agent. (Make it a TEN PLUS if you refer to them as "role models" instead of "favorite celebrities.")

DEDUCT TWO FROM THAT TOTAL if you still have admiration for such outdated people as Gary Hart, Alan Alda, Phyllis George and Abraham Lincoln.

DEDUCT SEVEN POINTS if your role models are any of the regulars from those Lite Beer commercials.

## **YUPPIE READING**

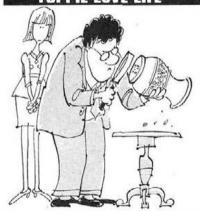


AWARD YOURSELF A PERFECT TEN if the Wall Street Journal would fulfill your every need to keep abreast of the day's important happenings—if only it carried "Doonesbury."

DEDUCT TWO POINTS FROM THAT TOTAL if you also sneak an occasional look at *People* and *Us*, but only to see what other, featherbrained social climbers like yourself are doing.

DEDUCT SEVEN POINTS if you still suffer from claustrophobia when the latest "in" phobia is a fear of having poor people brush up against you in their inferior polyester clothing.

## VIIPPIF LOVE LIFE



AWARD YOURSELF THE FULL TEN POINTS if you refuse to date members of the opposite sex until you've inspected their apartments, thus following the sensible adage, "It's not who you are that counts; it's what you own."

DEDUCT SIX POINTS if you're already engaged, but still haven't selected a big name lawyer to handle your future divorce, in case the marriage goes kaput.

DEDUCT NINE POINTS if you've dated that girl next door since you were 14 and plan to marry her even though she's now a mere data processor with absolutely no management level ambitions.

## VIIPPIE PARENTHOOF



AWARD YOURSELF A MAXIMUM SCORE OF TEN if you've arranged for your kid to be born in a socially prominent hospital so he can get into the proper day nursery so he'll qualify for a snobbish private boarding school so he'll be accepted at Dartmouth or Stanford, even if he's a nitwit.

DEDUCT FIVE POINTS if you refer to raising kids as "raising kids" instead of "parenting."

DEDUCT NINE POINTS if you would lack the clout to keep your way ward children out of jail when all your Yuppie friends can get their kids released to undergo psychological counseling.

## YUPPIE DISEASES



AWARD YOURSELF THE TEN POINT MAXI-MUM if your only doctor is a psychiatrist who diagnoses every earache and ingrown toenail as an emotional problem from the stress of overwork.

DEDUCT ONE POINT FROM THAT TOTAL if you quit going to a psychiatrist—but only because he made you lie on a couch in his office that wasn't covered with real Corinthian leather.

DEDUCT EIGHT POINTS if you sometimes buy one of those check-out stand tabloids, even if you can prove that you only use it to line the bottom of your pedigreed myna's bird cage.

## YUPPIE DRESSING



AWARD YOURSELF THE MAXIMUM SCORE OF TEN if you now live in a nudist camp because the wise decision to buy top quality running shoes has left you too poor to buy any other clothing.

DEDUCT THREE POINTS FROM THAT TOTAL if you've ever been seen wearing a belt buckle with your own initials on it, rather than those of Yves St. Laurent.

DEDUCT NINE POINTS if you think Brooks Brothers was the all-star third baseman who played for the Baltimore Orioles a few years back.

## SCORING

Either add up your score manually, or award yourself an extra five points by having your home computer add it for you. However you do it, this is what your total means:

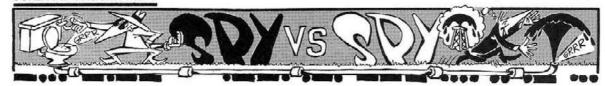
140-T0-160 POINTS Nice going! Your lifelong passion for overachievement has again put you at the top. You are such a dedicated Yuppie that you'll be running a major corporation before you're 40—If your colleagues let you live that long.

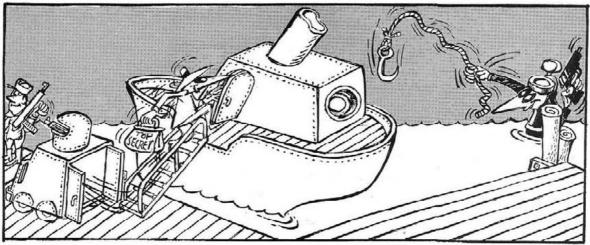
110-T0-140 POINTS Not bad, but there is still a spark of ordinary common sense within you somewhere. Work harder to get rid of it.

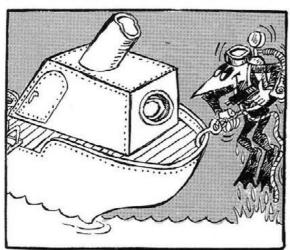
90-T0-110 POINTS Strictly so-so. Either you're not willing to live beyond your means, or you have some wimpish hesitation about riding roughshod over others. Whatever the problem, you'll never rise beyond the middle class unless you get off your duff and start playing for keeps.

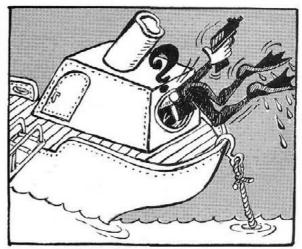
70-T0-90 POINTS You're truly a sad case. Try having yourself committed to a Young Professionals' Club and see if they can do anything for you.

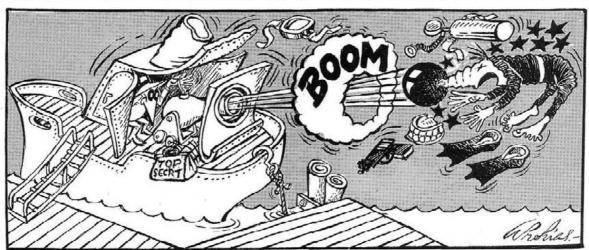
BELOW 70 POINTS Hopeless! In fact, no one ever scored as poorly on this test—except for Bishop Tutu, a couple of Peace Corps volunteers and a Hindu untouchable named Skippy.











The American television industry is very predictable. For example, you can absolutely rest assured that any show which becomes a hit will eventually try to cash-in on its success by dishing up a spin-off that stars some of the familiar characters from its original cast. Obviously, the purpose of this plan is to create a second hit without having to think up a whole new idea. Just as obvious, the usual result is to destroy one good show by turning it into two bad ones. Still, the Spin-Off Syndrome continues to dominate Hollywood. And, as some of today's shows become hits, we're sure TV producers are already working on these...

## TV SPIN-OFFS YET TO COME



## LIFE WITH MALLORY

The sub-normal sister of Alex Keaton breaks away from "Family Ties" this season to star in a show of her own. Network executives who already have screened early episodes call it "a laugh riot, as any sitcom would be that centers around an 18-year-old girl with the mind of a retarded spaniel."

Already completed half-hours deal humorously with Mallory's failure to pass Remedial Math, her failure to qualify for a driver's license and her failure to understand the mechanical principle behind replacing a burned-out light bulb.

Joining Mallory from "Family Ties" will be her former baby sister, Jennifer, who has now grown tall enough to play her 35-year-old aunt. Plans also call for brother Alex to drop in occasionally and display his skills at sneering and wearing a narrow necktie, the same talents that have made him the idol of female viewers.

NBC-Sunday, 4:45 P.M.

## CLIFF AND NORMIE

A sanitarium for recovering alcoholics is the setting for this uproarious spin-off from the popular "Cheers."

As described by the producing brother team of Ray Charles, Prince Charles and Charles Schulz, "It's a natural development for Cliff and Norm to wind up in a drunk tank after three solid years of sitting on bar stools and lapping up the sauce. From there, a judge sends them to the loony bin to get their brains unpickled."

The new show's opening episode sets the tone for the series as Norm tries to hang himself after being ordered to stay on a diet of sprouts and celery juice until he loses 150 pounds. Cliff saves his friend, and then delivers a mirthful ten-minute monologue about plant life in Albania.

NBC-Wednesday, 8:30 P.M.



## RUDY

The youngest performer on "The Bill Cosby Show" departs this year to star in a weekly drama about love, jealousy and greed in a New York kindergarten.

NBC President Grand Thinker stated, "We felt that a real talent was going to waste by sticking Rudy in a sircom, where she had norhing to do but spout one-liners. That's why we've signed Henny Youngman to play Cosby's youngest child this year, while Rudy moves into a dramatic role where her star quality can shine."

The show's first episode tackles the improbability of a six-year-old leading a glamorous life in her own Manhattan apartment. The issue is resolved when Rudy wins a bundle in the state lottery, and uses the money to hire Joan Collins and Stacey Keach as live-in foster parents.

NBC-Saturday, 8 P.M.



## CAGNEY AND HARVEY, JR.

Capitalizing on her failure to form a healthy relationship with a man in five years of "Cagney & Lacey," Sharon Gless brings an air of believability to this spin-off, in which she tries her luck with her former partner's extremely weird 15-year-old son.

Enthused one network executive, "This may usher in a whole new era of sicko-domestic drama. After all, Harvey, Junior, is not your typical teenager with nothing on his mind but sex. He's a moody kid who worries about serious matters like misplacing his socks and having his chocolate milk turn sour. With those problems, he often forgets that Cagney is waiting for him in the bedroom—but, then, she's 25 years older than he is."

Cagney will continue to play the role of a police sergeant, but will be on suspension from the department for psychological evaluation through the whole first season.

CBS-Sunday, 10 P.M.

## THE VANNA WHITE SHOW

"Wheel of Fortune" loses its decorative female star as the multi-talented Ms. White departs to host her own exciting half-hour. The move leaves Pat Sajak alone to handle such "Wheel of Fortune" chores as flipping over letters picked by the contestants. He admittedly has no previous experience with the alphabet.

"It's a gamble," confessed a production company spokesman. "But we knew that continuing to co-star Vanna with Pat was a matter of having too much talent on one show. Now, Vanna has her own half-hour, where her smiling and waving will get the center stage attention they deserve."

Since Ms. White has risen to stardom by remaining silent, she will merely gesture toward merchandise that has been won by contestants. The rest of the new show's format remains to be worked out, but Ms. White will definitely wear a sequined gown while it all happens.

SYNDICATED-Tuesday, 6:30 P.M.



## THE NBC JOKE BREAK

Ultra-brief programming takes a new twist as NBC's popular "60-Second News Break" spawns this Tuesday night spin-off at 8:58:30 Eastern Time (7:58:30 Central and Mountain). In the premiere episode, Rodney Dangerfield delivers a quick one-liner, and then returns after the commercial to toss a custard pie at Soupy Sales.

Said Emmanuel Lewis, who has been signed to mumble a quip later this season, "NBC felt that its Tuesday ratings were low because the schedule didn't include much comedy. So they've planted this hilarious minute between two heavy dramas to grab the featherhead audience."

The network denies that it has neglected public service by replacing a minute of news with comedy. According to one official, "We'll still report disasters if they occur on Tuesday. However, we'll keep George Carlin on hand to describe them in a humorous way,"

NBC-Tuesday, 8:58:30 P.M.





## KATE AND NOBODY

The horror of being a divorced woman in New York is emphasized more strongly this season when Kate is forced to live alone after her long-time roommare. Allie, evicts her on charges of being unbearably cute and perky.

The spin-off was created after network moguls agreed that the tragic lives of Kate and Allie didn't seem tragic enough, since they were always together offering mutual support. Now, each will have her own show and portray urban divorced women as they really are: lonely, defenseless and halfcrazed.

In keeping with its comedic premise, the premiere episode finds Kate O.D.ing on chocolate eclairs after her blind date brings her home at 7:30 so he can spend an interesting hour at the library before it closes.

CBS-Wednesday, 5:45 P.M.

## HIGHWAY TO OAKLAND

After two years of portraying an angel's sidekick on "Highway to Heaven," Mark (Victor French) will star in his own show this season. The format still has him roaming the country to do good deeds, but now without help from the Almighty.

"We're basically sticking with our original idea because it's too hard to think of another one," revealed Producer Alfred M. (Little Alf) Landon, Jr. "However, there will be one big change. In real life, most people hate do-gooders. On "Highway to Heaven" divine intervention was the only thing that saved Mark from getting his lights punched out every week. Now when he pries into other people's business, he'll take the consequences."

In the first three episodes Mark's kindness gets him tarred and feathered by homeless senior citizens, bitten by a starving puppy and kicked in the groin by a lost three-year-old.

ABC-Sunday, 7 P.M.



## TOP 16 BEST-SELLING COMPUTER GAME PROGRAMS

GAME	COMPANY
1. Alien Cheese Factory	DataDump
2. Video Spit	Byte İt
3. Frog Baseball	Hatari
4. Cosmic Brown Crusty Things	
5. Where's My Hat?	
6. MegaBelch	Japtech
7. Porkman	Ripoff Industries
8. Ms. Porkman	
9. Nuclear Hockey Fight	Notari
10. Pocket Lint Mania	ComTekVid
11. Bloody Mess	
12. Terminal Eyestrain	VidComTek
13. Stinkfoot Jr	Ratatari
14. Computer Hairballs	
15. The Clams That Wear Sunglasses and	
Sneakers Are Coming!	Vicivicivicion
16. Galaxy of Fuzzy, Blurry Video	113141314131011
ImagesS	ofthead Systems

## "CONAN" MOVIES

(BOTH RELEASED AND UNRELEASED)

- 1. Conan the Barbarian
- 2. Conan the Orthodontist
- 3. Conan the Really Nice Guy
- 4. Conan the Musical 5. Conan the Extra-
- Terrestrial 6. Conan the Dopey
- Muscle-Bound Body Builder
- 7. Conan the Haberdasher 8. Conan the Guy Who'll Never Make As Much

Money As Sylvester Stallone, but Significantly More than Lee Marvin

9. Conan the Love Bug.

Conan the King of Beers

WRITERS: JOE RAIOLA & CHARLIE KADAU

## TOP 11 MOST UNSUCCESSFUL FAST FOOD FRANCHISES

- 1. Choke 'n' Croak
- 2. International House of **Dirty Utensils**
- 3. Kentucky Fried Vermin
- 4. Spoiled Food of All Nations
- 5. Bert's Tune-Up Garage and Salad Bar
- 6. Horton's Rubber Pancake Palace
- 7. Roy Rodent's Family Restaurants
- 8. Filthy's
- 9. Mr. Heartburn
- 10. The Poison Ice Cream Parlor

1. Unidentified Fried Things

## TOP 8 TITLES OF ROBERT LUDLUM NOVELS (BOTH PUBLISHED AND UNPUBLISHED)

- 1. The Bourne Identity
- 2. The Heimlich Maneuver 6. The Rhinemann Exchange
- 3. The Crenshaw Melon
- 4. The Gastineau Rule
- 5. The Tetanus Shot
- 7. The Mucous Membrane
- 8. The Menstrual Cycle

## TOP 10 VIOLENT SONGS

## 1. Gory Days ...... Bruce Springloaded 2. I Just Called to Say I Slugged You . . . . Stevie Mugger 3. Don't Stab So Close to Me ......Police Brutality 4. Slay You, Slay Me.....Lionel Stitchie 5. Killing Me Softly with His Bomb. Roberta Flack Jacket 6. Girls Just Wanna Have Guns . . . . . . . Cyndi Leper 7. Little Dead Corvette ...... Fingerprince 8. Twist and Shoot ......The Beatings 9. One of These Fights ..... The Extinct Eagles 10. Blowin' Up in the Wind ...... Bob Killin'

## TOP 18 PEOPLE LEAST LIKELY TO SUCCEED JOHNNY CARSON "THE TONIGHT SHOW"

- 1. Ed McMahon
- 2. Charles Manson
- 3. Sly Stallone's brother
- 4. Lyndon Larouche
- 5. Joanna Carson
- 6. The Living Unicorn
- 7. George Steinbrenner
- 8. Billy Martin
- 9. Anyone who does a Lite Beer commercial
- 10. Bo Derek
- 11. Kurt Waldheim
- 12. Larry "Bud" Melman
- 13. Barney Rubble
- 14. Pontius Pilate
- 15. Geraldo Rivera
- 16. The Iron Sheik
- 17. Joan Rivers
- 18. David Letterman

## TELEVISION SHOWS

(AS CHOSEN BY THE DINER WORKERS OF AMERICA)

- 1. H"A"S"H
- 2. The Golden Grills
- 3. Remington Veal
- 4. The Frying Nun
- 5. Family Pies
- 6. Pork and Mindy
- 7. Stew's the Boss?
- 8. My 3 Buns
- 9. 60 Mints
- 10. Cake and Allie
- 11. Burger, She Wrote
- 12. Miami Rice
- Hogan's Heroes

WHAT RAMPANT
FORM OF
ADDICTION
THREATENS
THE FOUNDATION
OF OUR SOCIETY?

## HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

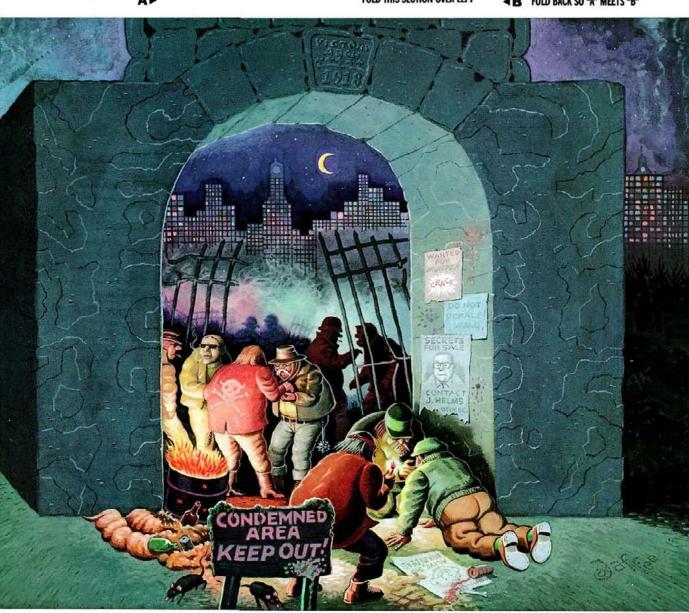
A very deadly form of addiction is sweeping the land. To find out what it is, fold in the page as shown in the diagram at right.



Ar

FOLD THIS SECTION OVER LEFT

**■B** FOLD BACK SO "A" MEETS "B"



CREEPING ADDICTION CAN BE DEADLY. A RECENT AUDIT CARRIED OUT BY RENOWNED STATISTICIANS PROVIDED ABUNDANT EVIDENCE TO PROVE THAT THIS IS THE CASE!

